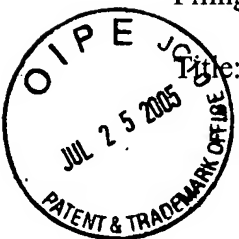


## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Lee et al. Examiner: Cheryl M. Reid

Application Number: 10/007,789 Group Art Unit: 2142

Filing Date: November 7, 2001



Title:

ONLINE SYSTEM AND METHOD FOR DYNAMIC  
SEGMENTATION AND CONTENT PRESENTATION

POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE  
INTEREST AND REVOCATION OF PRIOR POWERS

As Assignee of the Entire Interest in the above-identified patent application, I hereby  
revoke all powers of attorney previously given, and I hereby appoint the firm having:

CUSTOMER NUMBER 38,137

with the attorneys/agents and correspondence address associated therewith to prosecute this  
application and transact all business in the U.S. Patent and Trademark Office connected  
therewith.

Please direct telephone calls to:

Jeffrey A. Schwab, Thomas E. Spath, David Toren, Jerry D. Dainow,  
Jay S. Cinamon, Joseph J. Catanzaro, Alan D. Gilliland,  
Alexander Zinchuk, Richard L. Crisona, Anthony J. Natoli,  
Anthony A. Coppola, Steven M. Hertzberg, and John Choi

at telephone number 212-949-9022.

ASSIGNEE CERTIFICATION AND  
STATEMENT UNDER 37 C.F.R. § 3.73(b)

Name of Assignee of Entire Interest:

POINDEXTER SYSTEMS, INC.

Address:

POINDEXTER SYSTEMS, INC.  
470 Park Ave. South, Suite 7N  
New York, NY 10016

Assignments recorded in the U.S. Patent and Trademark Office on July 13, 2005.

ASSIGNEE CERTIFICATION

Attached to this Power of Attorney by Assignee of Entire Interest is a Certificate under  
37 C.F.R. § 3.73(b).

Debra S. Mason  
(signature)

Date: 7/19/05

Debra S. Mason  
(type or print name of person authorized to  
sign on behalf of assignee)

Chief Operating Officer  
Title

Note: The assignee of the entire interest may revoke previous power and be represented  
by an attorney of his/her selection. 37 C.F.R. § 1.36

## STATEMENT UNDER 37 C.F.R. § 3.73(b)

Applicants: Lee et al.

Application No.: 10/007,789

Filed: November 7, 2001


 Entitled: ONLINE SYSTEM AND METHOD FOR DYNAMIC SEGMENTATION AND CONTENT PRESENTATION

 POINDEXTER SYSTEMS, INC., a New York corporation, with a place of business at:  
 470 Park Ave. South, Suite 7N, New York, NY 10016

states that it is:

1.   X   the assignee of the entire right, title, and interest; or
2. \_\_\_\_\_ an assignee of less than the entire right, title and interest.  
 The extent (by percentage) of its ownership interest is \_\_\_\_\_

in the patent application/patent identified above by virtual of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above.

The assignment was recorded in the U.S. Patent and Trademark Office

 on   July 13, 2005   at Reel   016254  , Frame   0357  ,  
 on   July 13, 2005   at Reel   016254  , Frame   0432  , and  
 on   July 13, 2005   at Reel   016254  , Frame   0452  ,  
 or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_  
 To: \_\_\_\_\_  
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[ ] Copies of assignments or other documents in the chain of title are attached.

[Note: A separate copy (i.e. the original assignment document or a true copy of the original document must be submitted to the Assignment Division in accordance with 37 C.F.R. Part 3, if the assignment is to be recorded in the records of the U.S. Patent and Trademark Office. See M.P.E.P. § 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Debra S. Mason  
(signature)

Date: 7/19/05

Debra S. Mason  
(type or print name of person authorized to  
sign on behalf of assignee)

Chief Operating Officer  
Title